

Community Redevelopment Plan 2019 Amendment

Redevelopment of the downtown area and US 19 requires a comprehensive approach to achieve success. Goals and Objectives can be developed around four primary areas of focus: Design (Physical Environment); Economic Development (Business Recruitment and Retention); Promotion (Image Creation); Organization (Outreach, Bringing all the stakeholders to the table). Annual work plans based around these four points are essential to incremental, measureable results.

Design: The Physical Environment

“Design” is getting the redevelopment area in top physical condition, addressing transportation and parking needs, providing public space, tracking maintenance, and constructing infrastructure to accommodate the growth envisioned in the Community Redevelopment Plan.

The CRA may develop Downtown and US 19 Vision/Master Plans and engage in any other planning efforts as deemed necessary by the Agency to carry out the Plan.

Property Management and Maintenance

- Property Management - The CRA may manage property owned by the City within the Redevelopment Area either directly or indirectly through the employment of agents, employees, independent contractors or other persons.
- Streetscaping & Site Maintenance - Some projects within the public right-of-way and in public open spaces will require an increased level of maintenance once completed. The CRA may contract with a public agency or a private contractor to provide ongoing maintenance for these projects which may include irrigation, electrical services, trimming and mowing, gardening and hardscape upkeep.
- Public Improvements, Beautification & Infrastructure - The CRA may undertake and fund, in cooperation with the City and in coordination with City departments and utility companies, public infrastructure improvements throughout the Redevelopment Area as deemed necessary by the Agency to carry out the Plan. These programs are designed to augment the City’s funding already allocated for capital improvements in the area. Improvements may be funded in conjunction with private development activities as incentives for redevelopment. The CRA may establish specific funds to assist private property owners with infrastructure improvements. Such improvements may include, but are not limited to the following:
 - Streetscapes (paving, striping, curb & gutter, widening, narrowing, signalization, signage, street trees, landscaping);
 - Pedestrian improvements (sidewalks, crosswalks, trails, lighting, furnishings, bike racks, etc.);
 - Landscaping & hardscaping;

- Parking improvements (provisions for on-street parking, parking structures (public and private), parking lot improvements (landscaping, lighting, striping, paving); public parking facilities and public/private parking joint ventures);
- Open space, parks and public space enhancements (parks, plazas, passages, trails, boardwalks and recreation facilities including accessibility improvements);
- Transit (trolley, bus, bus rapid transit (BRT), ferry, water taxi, Bicycle/Trail projects, etc.);
- Public art;
- Riverfront improvements (bulkheads, docks, marina slips, boardwalks and promenades, erosion control, etc.);
- Utility upgrades (upgrades to water, gas, sanitary sewer, phone, data, electric and other utilities);
- Overhead utility relocation (relocation of overhead utilities to alleys and/or underground shall be coordinated with utility electric company, phone, cable and data providers);
- Storm water management (storm water treatment (bio-swales, rain gardens, BMPs), detention, retention and conveyance);
- Environmental improvements (hazardous material cleanup, water-quality improvements, erosion control, etc.);
- Signage (Downtown or neighborhood identification, gateway, wayfinding, etc.)
- Acquiring easements and purchasing land for signs, design elements, public art, etc.

• Code Enforcement - The CRA may fund increased code enforcement services within the Redevelopment Area.

• Community Policing Innovations - Community policing innovations may be initiated to target criminal activity within the CRA. The Community Redevelopment Act describes “community policing innovations” as a “policing technique or strategy” designed to reduce crime by reducing opportunities for, and increasing the perceived risks of engaging in criminal activity through visible presence of police in the community, including, but not limited to community mobilization, neighborhood block watch, citizen patrol, foot patrol, neighborhood storefront police stations, field interrogation or intensified motorized patrol. Community policing innovations may be considered to be funded by the CRA within specific areas of the Community Redevelopment Area.

Beautification: The CRA may identify, fund and implement beautification and “décor” projects, directly or through partnerships, such as:

- Gateways (with the necessary easements) to Downtown, the City and sub districts of the City,
- Branding, holiday and special events banners,
- Holiday street tree lighting and decor,
- Seasonal flower beds, etc.,
- Landscaping, planters, hanging flower baskets, etc.

Economic Development: The Business Environment

“Economic Development” in the redevelopment context is building on and strengthening the Redevelopment Area’s existing unique assets while recruiting entrepreneurs and growing businesses to reposition the Downtown and the US 19 corridor in the marketplace and move these areas and the community towards the shared vision.

The CRA may assist private property owners and developers in redeveloping properties in a number of ways including recruiting businesses and/or developers to do business within the CRA urban core and connecting would-be developers with potential property owners to facilitate redevelopment. The CRA may choose to offer financial incentives in order to fill the economic gap and stimulate redevelopment. The following tools may be used alone or in partner with other options:

- Incentives for New Residential Development – In redevelopment areas, it is often the case that the financial gaps exist that makes projects financially infeasible. This is because local rents are often too low to generate adequate rates of return, given higher cost factors for land acquisition and building renovations. The CRA may provide incentives for new development including affordable housing or mixed-income housing, infill single-family development and commercial development.

- Incentives for New Businesses - Attracting new businesses will be critical to the success of the redevelopment and revitalization of the commercial areas of the CRA. The ability to offer financial incentives increases the potential for success in attracting the numbers and types of businesses needed and desired to create a sustainable business community. These include incentives such as:

- Lease Rebate programs,
- Building Façade improvements/grants,
- Interior Build-out Grant programs,
- Targeted Redevelopment Grant programs,
- Recruitment materials,
- Participation in retail recruiting conferences,
- Online listings, etc.

- Incentives for retaining existing businesses – The CRA may develop and implement a strategy to identify and retain those existing business assets that contribute and move the Redevelopment Area toward the vision.

This could include:

- Printed and online restaurant guides and shopping guides,
- Merchant educational seminars,
- Coordinated advertising,
- Zip Code and customer surveys,
- Retail events,

- Market Analyses
- Regulatory Incentives
 - Density Bonuses and Rezoning - The City can create value for a site by upgrading the land use or density allowed, if it meets the goals of the Comprehensive Plan. It is important to note, however, that increased density might not translate into increased value if the market cannot support the size of the project.
 - Fast Track Permitting - In addition, a major cost/obstacle to redevelopment is the time and effort involved in the planning/permitting process. A “fast track” process for development could be created to expedite certain desired projects.
- Residential Rehabilitation - The appearance and integrity of residential neighborhoods within the redevelopment area is critical to its success. Accordingly, the CRA may provide grants or loan interest subsidies, or a combination thereof, to residential property owners, for the rehabilitation of their properties. These funds can be used for a broad range of permanent (fixed) improvements including, but not limited to, roof repair, landscaping, painting, parking and driveway upgrades, and sewer hook-ups. Priority will be given to those owners of duplexes and triplexes that are willing to convert such structures to legal single-family dwellings.
- Land Banking and Site Assembly - The CRA will be empowered to purchase properties to hold for current or future opportunities or to assemble with other properties. The CRA may also pay for related costs, including but not limited to, transaction costs, site clearance, demolition, and repairs. The CRA also may pay for costs associated with the disposition of property it acquires, including but not limited to, marketing, the request for proposal process, and transaction costs. This program shall be utilized as a secondary tool after efforts have been made to encourage the private sector to take the lead in redevelopment opportunities. The City and CRA will seek to purchase real property based on negotiated voluntary sales.
- Business Relocation - The CRA may assist businesses with moving expenses to relocate to the Redevelopment Area and may also assist existing businesses within the area to relocate to make way for redevelopment activities consistent with The Plan.
- Business and Developer Recruitment - The CRA may fund recruitment efforts to attract new businesses, residents, investors and developers to the commercial/office areas of the redevelopment area.
- Environmental Improvements - As redevelopment occurs, private properties within the Redevelopment Area may be found to contain environmental contamination. The CRA is empowered to provide financial assistance to property owners/developers to cover costs associated with environmental cleanup as part of the redevelopment of such properties.
- Site Preparation For Redevelopment - The CRA may prepare or cause to be prepared as building and development sites, any property in the Redevelopment Area owned or acquired by

the CRA or any other person, in order to redevelop the site in accordance with the Plan. Such site preparation may include, but is not limited to demolition, building rehabilitation, building relocation, infrastructure, utilities, environmental cleanup and grading.

- Marketing Research - The CRA may fund market research in order to assist developers, owners and businesses with assessing the market potential and viable mix of retail, restaurant, office and residential for the Redevelopment Area or for specific projects.

Acquisition & Disposition

- Property Acquisition - The CRA may acquire real property by purchase, condemnation, gift, exchange or other lawful means in order to carry out the intents and purposes of the Plan. Property may be acquired for either public use or to be disposed of for private development in accordance with the Plan. Key redevelopment sites have been identified and other sites may become available or identified as important parcels for the CRA for acquisition in order to carry out the objectives of the Plan.
- Property Disposition - The CRA is authorized to sell, lease, exchange, subdivide, transfer, assign, pledge, encumber by mortgage or deed of trust, or otherwise dispose of any interest in real property. To the extent permitted by law, the CRA is authorized to dispose of real property by negotiated sale or lease. All real property acquired by the CRA in the Redevelopment Area shall be sold or leased for development for fair value in accordance with the Plan and as required by the Act. The leases, deeds, contracts, agreements and declarations of restrictions relative to any real property conveyed by the CRA may contain restrictions, covenants, covenants running with the land, conditions subsequent, equitable servitudes, or such other provisions necessary to carry out the Plan.

Demolition, Rehabilitation and Relocation

- Demolition - The CRA may demolish, clear, or move buildings, structures and other improvements from any real property in the Redevelopment Area which it has acquired and as may be necessary to carry out the purpose of the Plan.
- Building Rehabilitation - The CRA may rehabilitate or, as a condition of sale, lease or owner participation, require a redeveloper or owner-participant to rehabilitate, remodel, alter, restore, repair or otherwise improve property that is the subject of the sale/lease. The CRA may pursue the purchase of underutilized or dilapidated structures within the area, may work with the owner through a joint venture to redevelop/rehabilitate such structures and may help building owners recruit businesses to occupy the structures so they can perform to their potential.
- Structure Relocation - In the event that a particular structure which is in an area that is proposed for redevelopment is determined as worthy of being preserved, the CRA may, if they determine preservation is feasible, authorize funding necessary to move the structure to another location within or outside the redevelopment area.

- Administration and Professional Consulting Services - The CRA is empowered to fund all operational, management and administrative activities of the Agency including, but not limited to employees' salaries and benefits, equipment, supplies, software and vehicles. The CRA is empowered to hire private consultants to carry out the Plan.

Partnering: The CRA shall strive to build partnerships with New Port Richey Main Street, The Pasco Chamber of Commerce, Pasco County and others, to work with the business and non-profit community to strengthen the business climate in New Port Richey.

Industry and Organization Outreach: The CRA may participate with representation/memberships with the International Council of Shopping Centers, Florida Redevelopment Association, Florida Main Street, The National Main Street Center, The International Downtown Association and other similar organizations for networking, best practices and education opportunities in Economic Development.

Promotion: Image Creation

Marketing is a tool that increases visibility for the City of New Port Richey and is critical for the vitality of its Downtown District and US 19 corridor. In order for this to succeed, the community stakeholders, business and property owners, the City of New Port Richey, and New Port Richey Main Street should connect to implement and foster a unified strategy.

To succeed in building long term economic success for the Downtown and the City, festivals and sustainable events are opportunities that reinforce a district's positioning and branding. That means they must be targeted at the right audiences and communicated using the right media. One of the greatest promotional tools is that sustainable events further the exposure to the existing businesses in the area by bringing in first-time visitors/users, generating repeat visits and providing for local resident activity and interaction.

Marketing and Branding: The CRA may assist with funding and management of promotional activities in order to raise awareness and interest in the Redevelopment Area, to provide support for area businesses and to help brand the City's urban core regionally and/or nationally. Promotional campaigns should be aimed at increasing business volume, development activity and residential interest in the Redevelopment Area. The CRA may fund staff, consultants, events, advertising/promotional materials, distribution, media advertising and other promotional activities. The CRA should coordinate advertising and promotional activities with other local agencies and organizations such as Greater New Port Richey Main Street, the Chamber of Commerce, the Pasco County Tourist Development Council and local arts/cultural organizations in order to leverage and optimize each organizations efforts and funds. The CRA may Develop a Marketing/Branding strategy to include ongoing activities that promote the downtown and US 19 corridor, increase awareness by residents of progress and activities, and position these areas in the marketplace.

This can include tools such as:

- Brand Development and Brand Extension,

- Banners,
- Shopping guides,
- Dining guides,
- Table tents,
- Events posters,
- Special event list posters,
- Web pages,
- Social media accounts/pages,
- Advertising
- Sharing Market Research with downtown area partners.

Facilitating Downtown Events: To ensure festivals and sustainable events that enliven public spaces, streets, cultural venues and businesses occur within the downtown area, the CRA may develop, coordinate, encourage, facilitate, promote, sponsor, participate, partner, and/or produce events.

These can include:

Weekly Events such as:

- Farmer’s Market

Monthly Events such as:

- Thursday night Happy Hour Event, i.e. “Thirsty Thursday,”
- Friday night Street Party music event, i.e. “Finally Friday”
- Downtown Movie Night,
- Exotic Car Shows,
- Concert Series, etc.

Annual Events such as:

- Cotee River SeaFest,
- Chasco Fiesta,
- 4th of July Fireworks/Independence Day Celebration,
- Cotee River Bikefest,
- Howloween Pet Costume Contest/Parade/Trick or Treat,
- Holiday Events,
- 5K events/Adventure Races,

Retail Events such as:

- Wine Tasting/Stroll,
- Dessert/Chocolate Stroll,
- Taste New Port Richey

Organization: Outreach

Bringing all the stakeholders to the table and getting everyone working towards the same goal by building consensus and partnerships.

Engaging Downtown Stakeholders: The CRA is empowered to engage Downtown area stakeholders through active and financial support of New Port Richey Main Street (NPRMS).

- Participate in monthly meetings with the downtown area partners/stakeholders in the NPRMS meetings to facilitate communication, coordination and cooperation.
- Work with NPRMS to create a NPRMS Annual Work Plan
- Downtown Area Partners/Stakeholders include:
 - New Port Richey Main Street,
 - Greater Pasco Chamber of Commerce,
 - West Pasco Historical Society,
 - Richey SunCoast Theater,
 - West Pasco Art Guild,
 - NPR Parks and Recreation Department

Engaging US 19 Corridor Stakeholders: Participate in Greater Pasco Chamber of Commerce, Pasco County MPO, Pasco County Tourism Development Council, Pasco Economic Development Council as well as regional meetings and events to facilitate communication, coordination and cooperation.